

Saicharan.G

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WORK EXPERIENCE

Amazon.com, Chennai— Machine Learning Associate

DECEMBER 2018- CURRENT

As a Machine Learning Associate need to improve the quality of service of Alexa (a cloud based virtual Assistant) to have the better deliver of information to the customers around different Marketplaces.

Amazon.com, Chennai— Associate Account Specialist

AUGUST 2018- NOVEMBER 2018

As an Associate Account Specialist worked with a portfolio of advertiser accounts and be responsible in helping them meet their advertising goals via opportunity identification and account optimization. Additionally, an Associate Account Specialist also gets the opportunity of testing internal tools, gathering & sharing insights with the internal product and engineering teams.

MyTaxe, United Kingdom— SEO Analyst(part time)

DECEMBER 2016- JANUARY 2018

As an Seo Analyst, mainly need to concentrate on the insights of the users and monitor the crawl errors, mobile and desktop users daily. Apart from that blogging and Social Media Marketing are managed that includes facebook and twitter. Google Ads campaign management during festival seasons.

EDUCATION

KCG College of Technology, Chennai- (2014 - 2018)

Completed Bachelor's Degree in Computer Science and Engineering with no backlogs and a Total CGPA of **7.46**

Zion Mat. Hr. Sec. School, Chennai - (2013 - 2014)

Completed school level Higher Education (+2) in Computer science Department with **86.5 %**.

Zion Mat. Hr. Sec. School, Chennai - (2011 - 2012)

Completed 10th Public Board Examination with **90.5%**.

SKILLS

Development Skills.

- HTML5
- CSS3
- Angular 6
- Blogger
- Wordpress
- Bootstrap 4
- Mysql

Digital Marketing Skills.

- Google, Bing, Yahoo Analytics
- Yandex Metrica
- Google, Yandex, Bing Webmasters
- Google , Bing, yandex Ads
- Yahoo Gemini
- Google Adsense
- Search Engine Optimization
- Search Engine Marketing
- Social Media Marketing

AWARDS

- **Winner** of Smart India Hackathon 2017 (Ministry of Environment, Forestry and Climatic Changes)conducted by Government of India .
- **Winner** of Mini Project Challenge 2017 conducted by KCG College of Technology.
- **Awarded** Commendable Contribution towards the Department by the Principal.

EVENT ORGANIZED

- Organized a 24 Hours Hackathon named **Hash n' Hack**
- Organized 2 Day Workshop on Search Engine Optimization
- Organized 2 Day Workshop on Web Development using CMS and HTML.

PROJECTS

HYQUAL– *A cloud based Water Surveillance system*

Government of India funded project by **Ministry of environment and climate change** 2017. IOT based water surveillance and monitoring system provides digital Solution for monitoring water pollution and pressure on water bodies and wetlands. The Main Goal of This product developed is to reduce the amount of pollution caused by the industry surrounded by the water bodies.

CAB DISPATCHING SYSTEM— *Freelance Project*

There is a need for automation in maintaining and dispatching the cabs for the School Run Business located in Crawley United Kingdom. Provided solution to all the practical difficulties by developing a software that integrates all their needs.

INTERSHIPS

Search Engine Optimization— *Jothi Soft Tech*

Went on Internship on Search Engine Optimization and its advancements in the Digital Marketing. The internship covered topics such as Onpage SEO, Offpage SEO, PHP, Blogging, Blog Submission, Google Analytics, Google Webmasters at Joithi Soft Tech, Thiruvannamipur, Chennai-600096.

ABOUT ME

Languages Known: Tamil, English, Hindi.

Hobbies: Surfing Internet, Traveling, Listening Music.

Date of Birth: 14-09-1996

References: Jayalakshmi Swaminathan (Account Manager)

Amazon Development Center, Chennai
Contact: 9600651074

ACHIEVEMENTS

- Government of India funded project by Ministry of environment and climate change 2017.
- Been Official Web Designer of **Hash N' Hack** a 24 hrs hackathon led by KCG programming club.
- Been the Official Web Designer of **ACM ICPC** local provincial contest in KCG college of technology.

DECLARATION

I hereby declare that all the above mentioned facts are true to the best of my Knowledge.

Place : Chennai.

Date: 15th December 2018

SAICHARAN. G